

Abstract of the Disclosure

Profiling a television viewer by monitoring and processing, locally at a television viewing environment, the viewer's interactivity (e.g., via a remote control unit) with the television viewing environment. Generating one or more profiles for each viewer based on one or more of the multitude of interactions of each viewer and on, in general, the viewing habits and preferences of the viewer. Automatically and reliably, detecting or inferring at a particular time, which specific individual or individuals, are actually interacting with the TV in household comprising more than one individual. Such viewer identification and profile generation can be used to facilitate the delivery of targeted content, including targeted advertising.

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